

**A CATALOG
of SOME BOOKS
— THINGS
*made by the ROY
CROFTERS at
their SHOP oppo
site the SCHOOL
HOVSE in EAST
AVRORA***



**... FRIENDS
AND CREDIT
PURSUE THE
MAN WHO
DOES NOT
NEED THEM ...**



Get rid of
your regrets
You are what
you are from
what you have
experienced
And rightly
understood &
accepted, all
experiences
are good &
the bitter
ones best of
all ☺ ☺ ☺

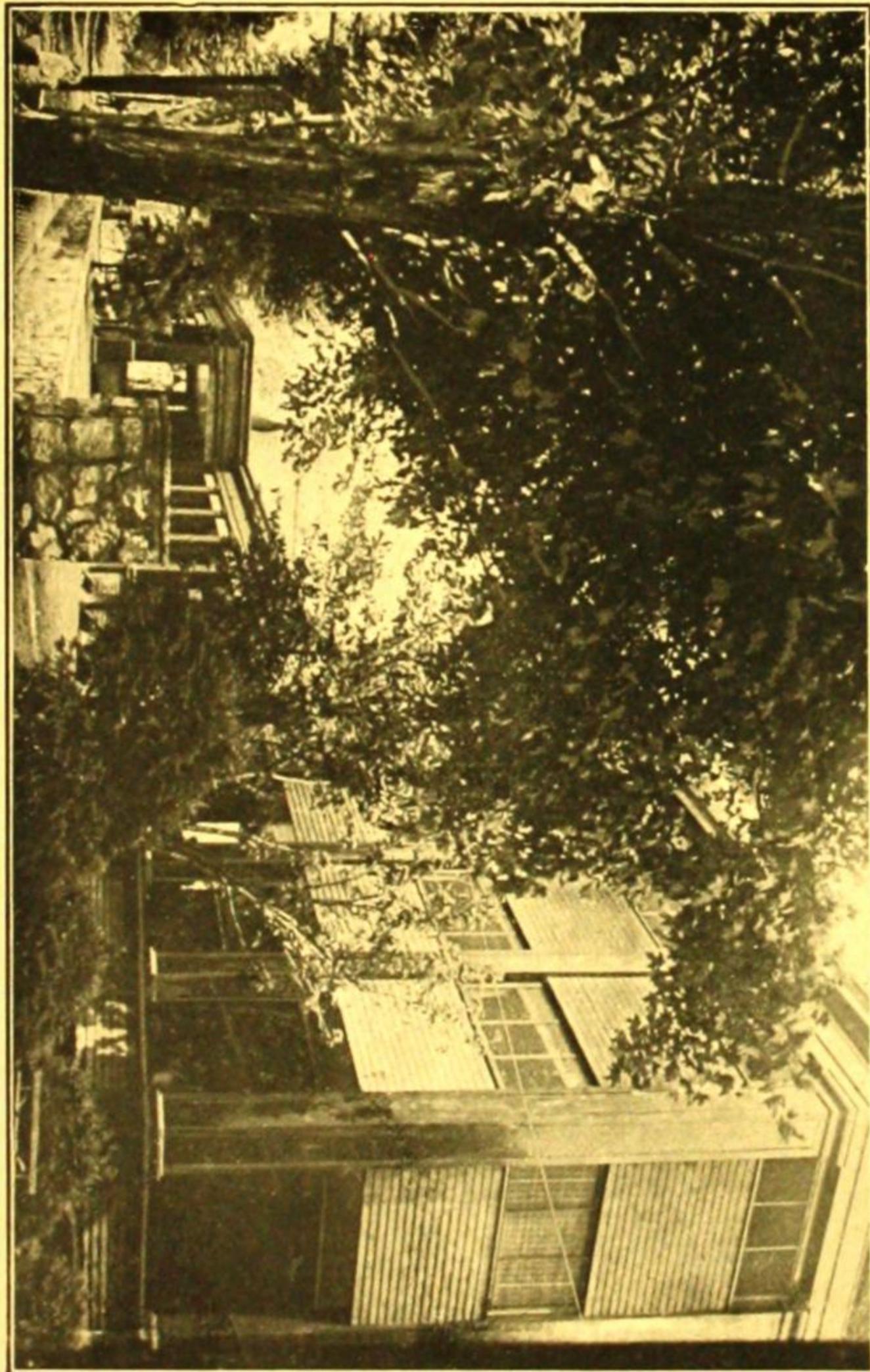
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RESPECTABILITY
ITS RISE AND
REMEDY

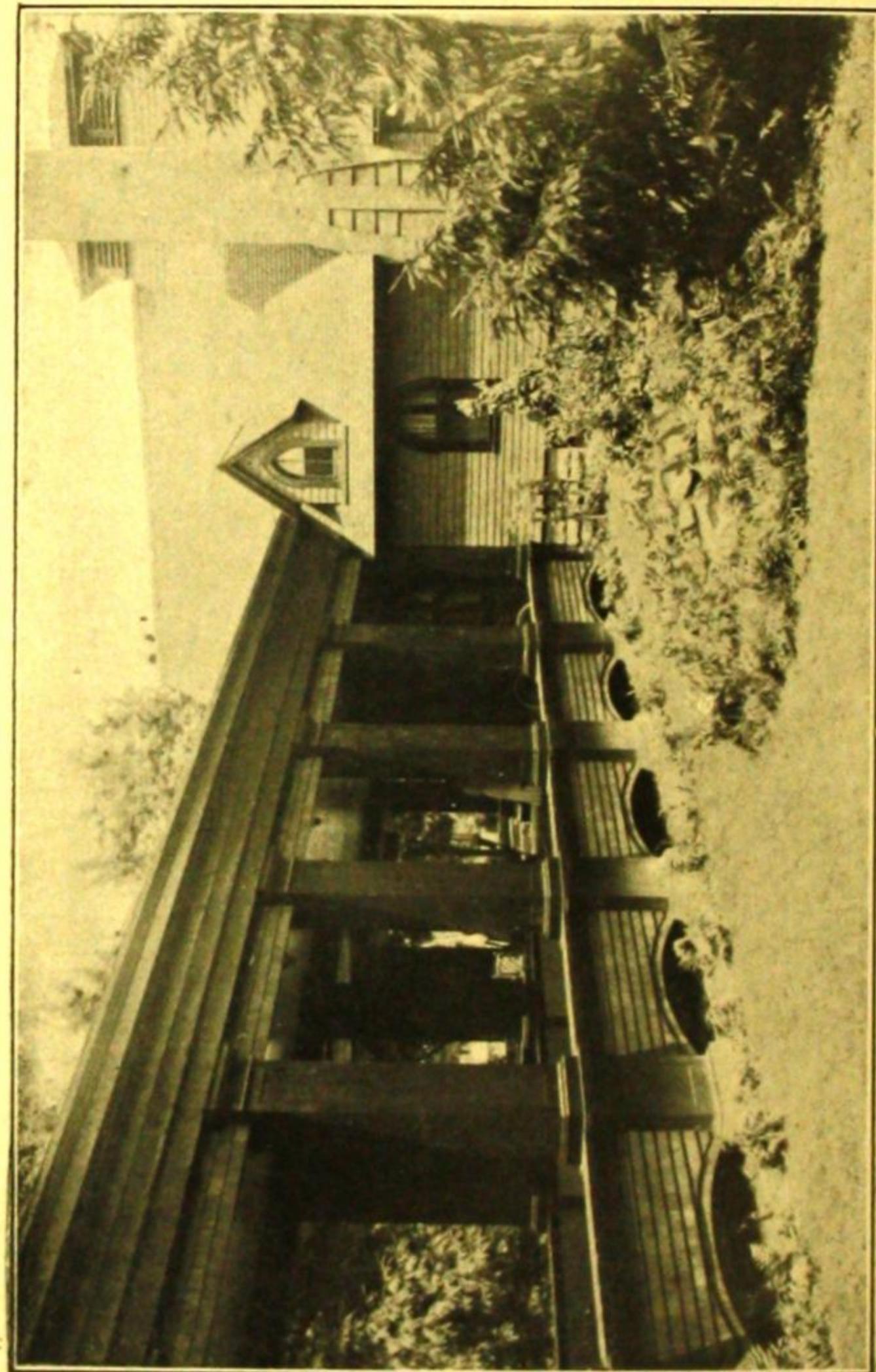
BY
FRA. ELBERTUS
AUTHOR OF
CHICAGO TONGUE AND
GET OUT OR GET IN LINE

9/81

IX-XX



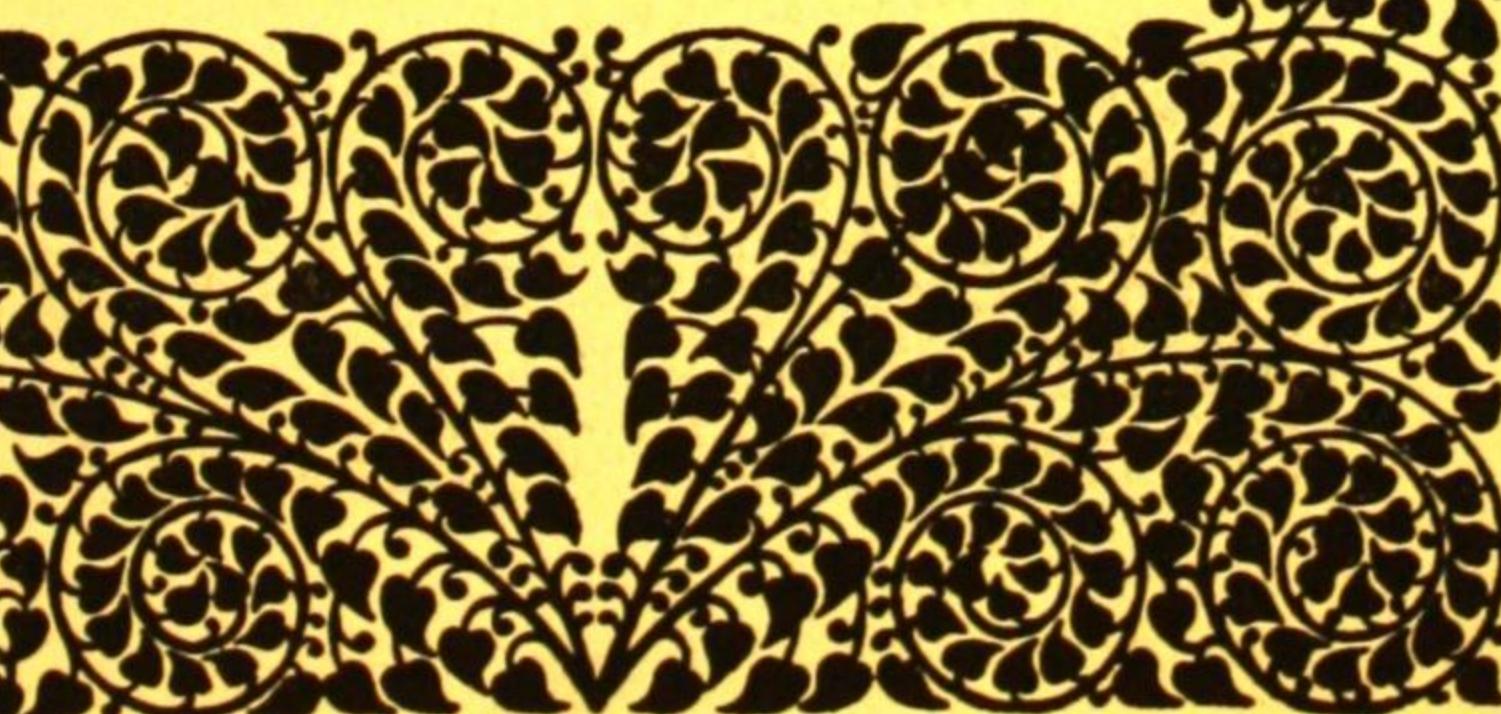
THE ROYCROFT INN



PERISTYLE OF THE ROYCROFT INN

A CATALOG
OF
ROYCROFT
BOOKS
AND
THINGS
YEAR · TEN

FROM · THE · FOUNDING · OF
THE · ROYCROFT SHOP ·
EAST · AURORA · N · Y



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WHERE smooth the Roycroft presses
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Their virgin hand-wrought reams of snow
To russet chamois, silken lined,
Unrivaled volumes—marked as low
As two dollars per copy—no
Pelf-yanking parsimony yet
May hold the ducats I let go
For Aucassin and Nicolete!

—JAMES WHITCOMB RILEY.

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THE ROY

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THE ROYCR

I HAVE no Chair,
no Church, no
Philosophy, but
each man and each wo-
man of you I lead upon
a knoll.

—Walt Whitman.

GREETING

THE Roycrofters are a community of workers who make beautiful Books and Things, making them as good as they can. The paper on which Roycroft books are printed is the very best procurable, and some of the initials are hand-illumined.

As a gift you probably cannot present anything at equal cost that would be more acceptable than an illuminated Roycroft book. Our work is the product of the three H's: Head, Heart and Hand. In things made by hand there are no duplicates; and further, there is a quality of sentiment attached to articles thus produced that never clings to fabrics made in vast quantities by steam. Art is the expression of man's joy in his work; and the article made in joy will give joy again to the individual that possesses it. If you desire to see some Roycroft books, we will gladly send you, "on suspicion," several volumes to choose from—a postal card from you will do it. We do not sell through dealers nor agents, so it is quite useless to ask for our books at stores. Our books are made for the book-lovers, and we like to deal with our friends direct. We pay all the express charges, both directions.

THE ROYCROFTERS, EAST AURORA, N. Y.

THE
W.M. N.

HE education gained at the expense of nerves and digestion is of small avail. We learn in times of pleasurable animation, by doing, thru expression, thru music, and the manifold influences of beauty and harmony.

The intent of the Roycrofters is not to impart truth, but rather to create an atmosphere in which souls can grow.

THE
W.M. N.

THERE

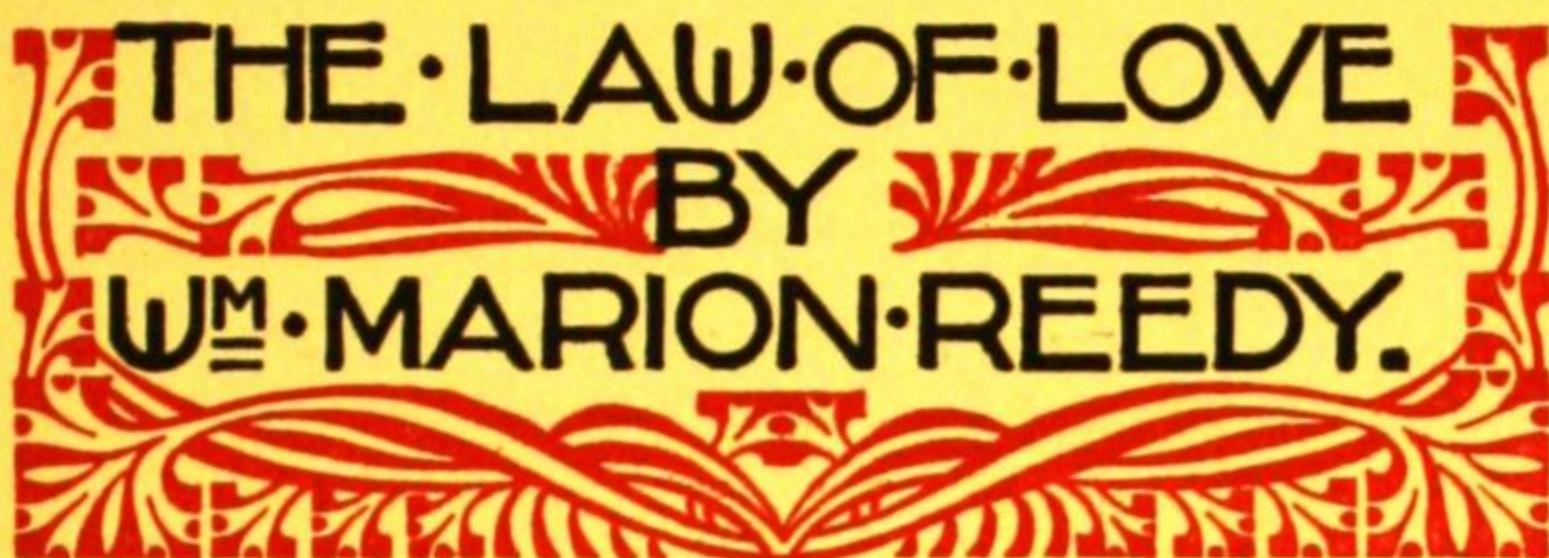
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THE LAW O
Sentiment by V

Bound in limp leather
Fifty copies Modeled
A few on Japan Vell
Two copies in Full L



THE · LAW · OF · LOVE ·

BY

WM · MARION · REEDY.

THERE are only five men in America who can write as well as Reedy—none can write better.

These are Ambrose Bierce, Alfred Henry Lewis, James Huneker, and—just name the other two for yourself! Reedy has imagination, insight, sympathy, good cheer and a sense of values as one in a million. He writes as he feels, and usually he feels right. The thought to him is the vital thing, and so he is direct, eloquent, flowing and exercises a fine economy of words in his eagerness to get the thing said. Reedy has a sure, subtle skill in choosing exactly the right word—with him there are no synonyms. And every word casts a purple shadow. Grammar can be taught in schools, but literary style is the secret of God—the child of the fervent spirit.

THE LAW OF LOVE: being Fantasies of Science and Sentiment by WILLIAM MARION REEDY.

Bound in limp leather, silk lined, price	\$ 2.00
Fifty copies Modeled Calf, each	7.50
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Two copies in Full Levant, specially tooled by Mr. Kinder, each	50.00



SELF-RELIANCE BY EMERSON

THE tide comes and goes, and authors who are in high favor in one period drop back in another.

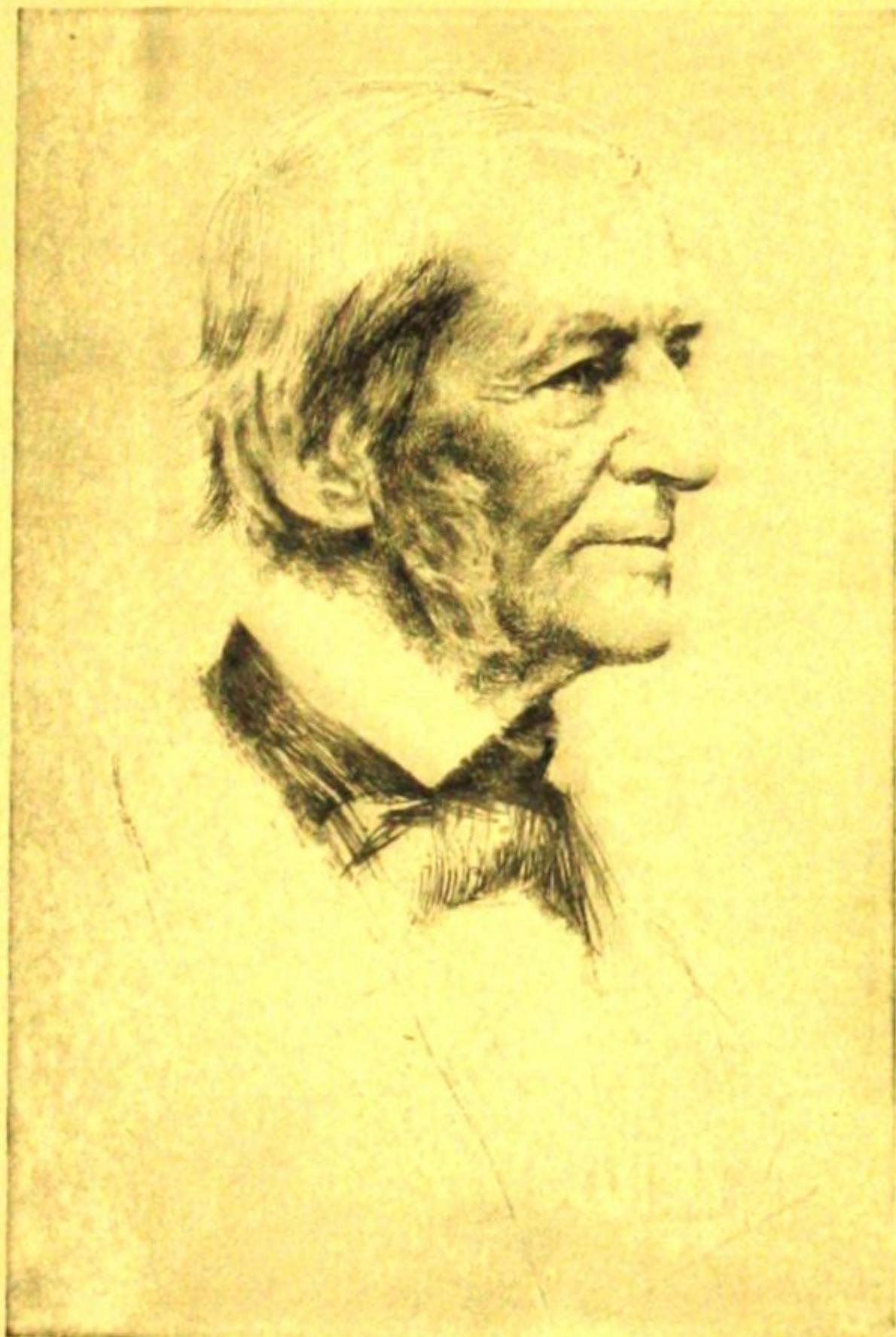
We have had Emerson waves, then Emerson would ebb a bit, but he always came back. He is now by common consent America's greatest writer—the inspirer of writers. Three things he wrote which are sufficient to found a reputation on: *Compensation*, *Friendship* and **SELF-RELIANCE**. The last one you read you will declare is the best—none will ever grow old. We have made a fairly pleasing volume of **SELF-RELIANCE**.

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\$ 2.00

One hundred on Japan Vellum, specially bound

10.00



RALPH WALDO EMERSON

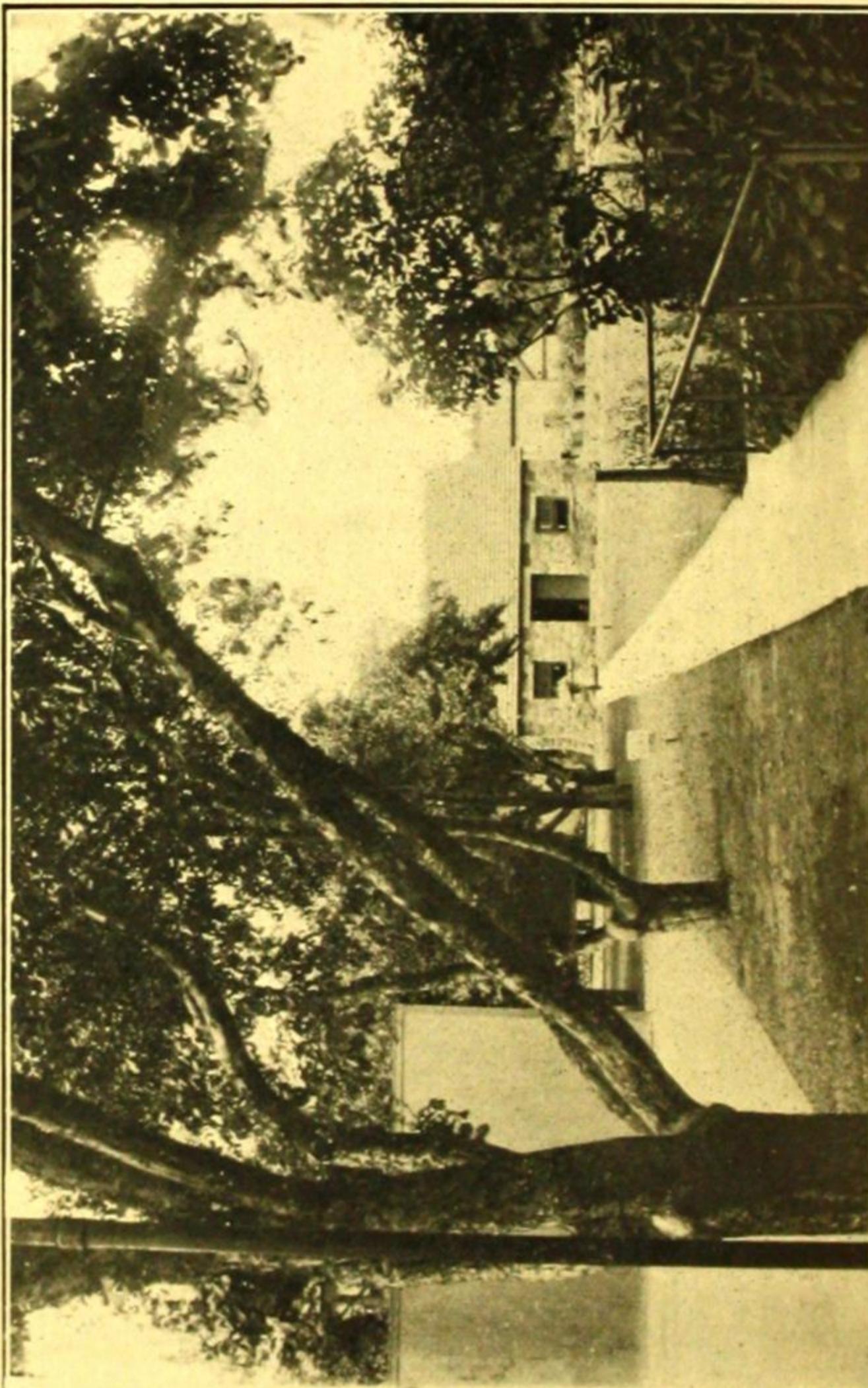
Frontispiece of "Self Reliance," from original etching made
especially for this book by our Mr. Otto Schneider



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Price, limp leather, silk
A few in Modeled Leather
One hundred on Japan



PLAYGROUND and BLACKSMITH SHOP



THE BALLAD · OF
READING · GAOL
.....BY.....
OSCAR · WILDE

Some say it is the greatest
poem that has been written
in the last hundred years.

Done into a book
the best we know how.

Price, limp leather, silk lined	\$ 2.00
A few in Modeled Leather, each	7.50
One hundred on Japan Vellum, three-fourths Levant, each	10.00

PHILISTINE · INDEX · AND
CONCORDANCE · BY
JULIA · DITTO · YOUNG



A CONCORDANCE to that Cyclopedias of Comment, THE PHILISTINE Magazine, Volumes I. to XX., with which is incorporated a table of contents of the same, and to which is appended a list of the Roycroft Books published to date. Begun December First, Nineteen Hundred Three. Finished on June Third, Nineteen Hundred Four. Revised in April, Nineteen Hundred Five.

Bound solidly in boards to match The Philistine

\$1.00

Page Number Four

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RALPH

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THE ESSAY ON NATURE
BY
RALPH WALDO EMERSON



BEING an exact reprint of the first book published by Emerson. First issued in 1836, anonymously, at which time the author was thirty-three years old. In this book we find the whole work of the greatest of American writers foreshadowed. It is a prospectus, a revelation and a prophecy. To every lover of Emerson this essay ranks with Holy Writ, and in the first edition it is almost priceless.

Bound in limp leather, silk lined, per volume \$ 2.00

Fifty copies Repousse 7.50

A few on Imperial Japan Vellum, in three-fourths Levant,
hand-tooled, hand-illumined 10.00

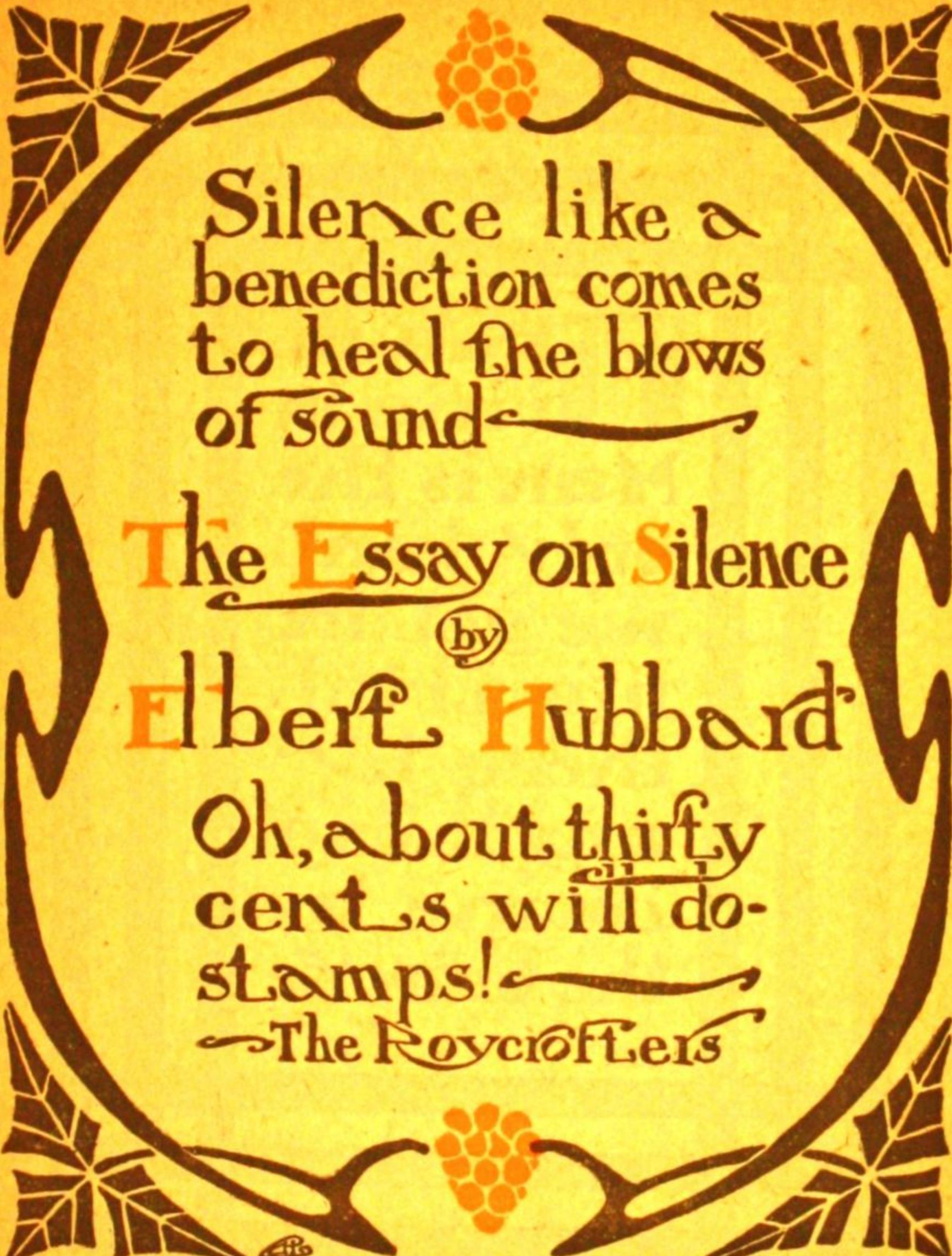
RESPECTABILITY

ITS·RISE·AND
REMEDY

BY·ELBERT·HUBBARD

THIS work is a cosmic *Little Journey to the Home of Homo*, beginning with the creation of man and continuing to the re-organization of the Equitable Insurance Co. This volume contains some of the best writing that the author has ever done, and is keyed throughout in fairly good humor.

Price in Limp Leather, silk lined	\$ 2.00
A few on Imperial Japan Vellum, bound in three-quarters Levant, each	10.00
Two copies in Full Levant, individual books, hand-tooled, in hand-carved Mahogany box trimmed with amalgamated copper, each	100.00



Silence like a
benediction comes
to heal the blows
of sound

The **E**ssay on Silence

by
Elbert Hubbard

Oh, about thirty
cents will do
stamps!

—The Roycrofters

The di-
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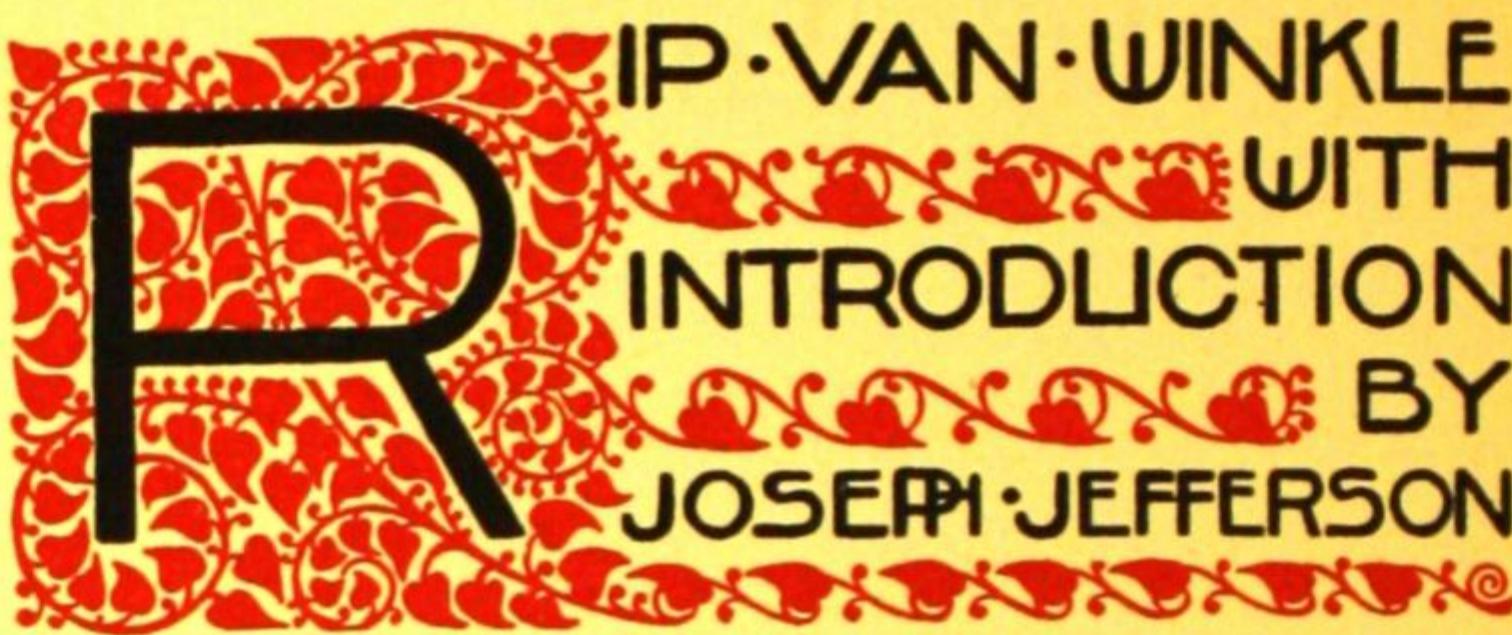


THE MAN OF
SORROWS.
....BY ELBERT HUBBARD....

BEING a Little Journey to the Home of Jesus of Nazareth. A sincere attempt to depict the life, times and teachings, and with truth limn the personality of the Man of Sorrows. Printed on hand-made paper, from a new font of Roman type. Special initials and ornaments. One hundred and twenty pages. A very beautiful book, bound solidly, yet simply, in limp leather, silk lined.

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IP·VAN·WINKLE



WITH
INTRODLICTION
BY
JOSEPI·JEFFERSON

JUST out of the bindery. The story of Rip Van Winkle by Washington Irving. With a preface by Joseph Jefferson, telling how he became interested in the play & Title-page, initials and ornaments designed especially for this book by Dard Hunter; on Holland hand-made paper.

Bound in limp leather or plain boards	\$ 2.00
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Page Number Eight

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Six will be

S U B J E

- 1 Josiah and
- 2 William Go
- 3 Dante and
- 4 John Stuar
- 5 Parnell and
- 6 Petrarch and
- 7 Dante Gab
- 8 Balzac and
- 9 Fenelon and
- 10 Ferdinand
- 11 Victor Hug
- 12 Robert Lou

V E R

Send us your su
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the price of which

T H I S

Remit us Two Do
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Little Journeys

By Elbert Hubbard

Little Journeys for Nineteen Hundred Six will be to the Homes of Great Lovers.

S U B J E C T S A S F O L L O W S

- 1 Josiah and Sarah Wedgwood
- 2 William Godwin and Mary Wollstonecraft
- 3 Dante and Beatrice
- 4 John Stuart Mill and Mrs. Taylor
- 5 Parnell and Kitty O'Shea
- 6 Petrarch and Laura
- 7 Dante Gabriel Rossetti and Elizabeth Siddall
- 8 Balzac and Madame Hanska
- 9 Fenelon and Madame Guyon
- 10 Ferdinand Lassalle and Helene von Donniges
- 11 Victor Hugo and Juliette Drouet
- 12 Robert Louis Stevenson & Fanny Osbourne

V E R Y S P E C I A L

Send us your subscription soon after you receive this offer, and we will present you, *Gratis*, a leather-bound, silk-lined, Roycroft book, the price of which alone is Two Dollars.

T H I S I S T H E O F F E R

Remit us Two Dollars and we will send you **THE PHILISTINE** Magazine for a year, **LITTLE JOURNEYS** for 1906, beginning with the January number, also one Two Dollar Roycroft Book, **ALL FOR TWO DOLLARS**

CONTEMPLATIONS

Selected from the writings of Elbert Hubbard by Heloise Hawthorne

Concerning Birth and Death and all that lies between.

CHIS book is made up of forty essays, and about five hundred "orphic sayings." Printed after the style of the early Venetians in two colors. The typographical difficulties in producing such a work have seldom been overcome in recent times. As for the text, it is a bible to some, and to some it is n't.

On English Boxmoor, bound in boards \$ 5.00

Ten copies on Imperial Vellum, hand-illuminated, three-fourths Levant, hand-tooled 25.00



THE RUBAIYAT

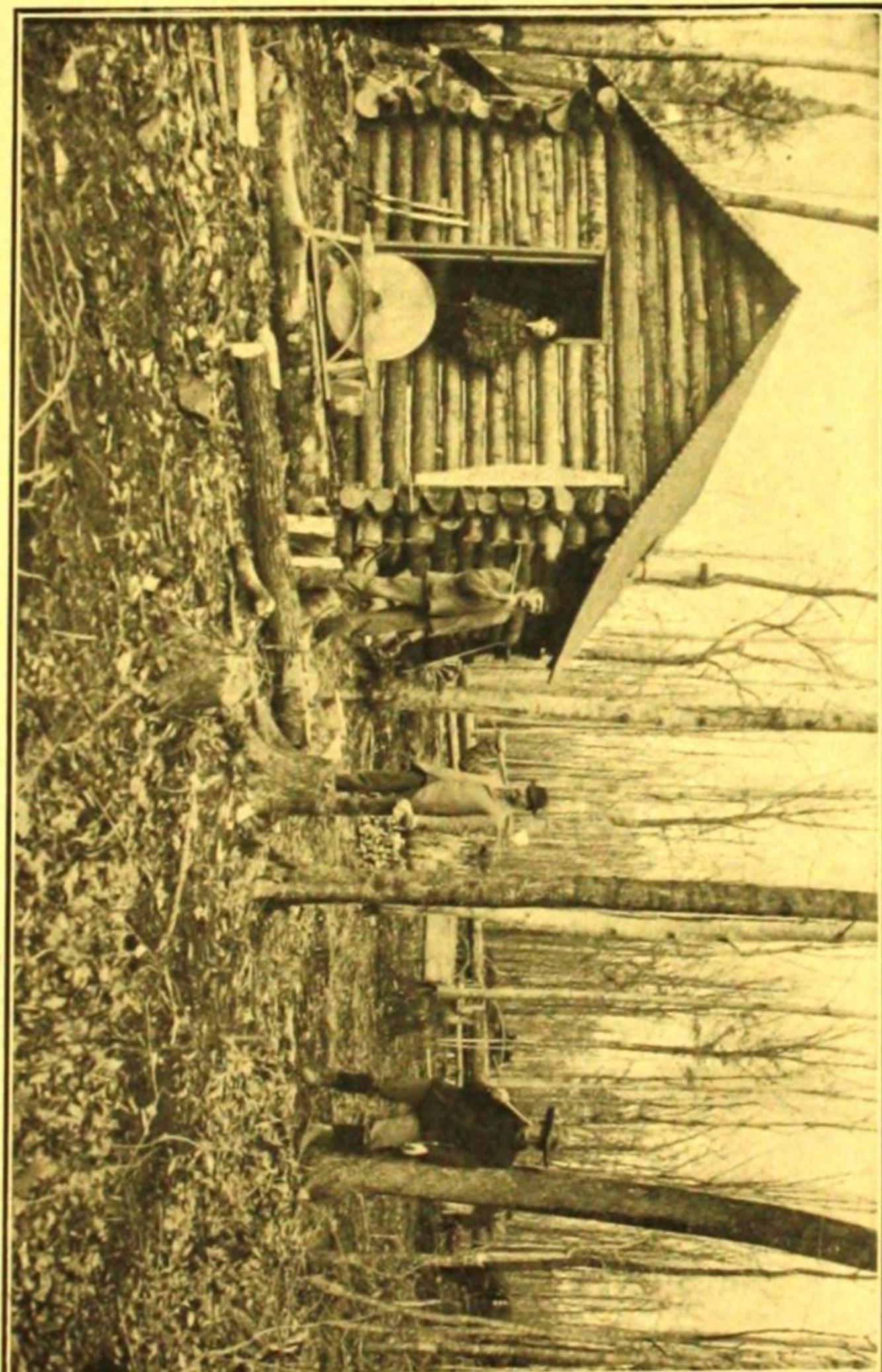
OF OMAR KHAYYAM

BEING the fourth paraphrase of Edward FitzGerald with an introductory essay by Hon. Clarence Darrow. Some say these wonderful quatrains are three-fourths essence of Fitz-Gerald and one-fourth Omar. This may be so and it may not—Hamlet is Hamlet, even if Bacon did leave the play on Shakespeare's door-step. We think it is quite the most bookish *Omar* this country has seen. In two colors, original ornaments, initials and borders. A book especially adapted for presentation.

Regular edition, limp leather, silk lined \$2.00

Page Number Ten

A ROYCROFT CAMP



A Little

By Francis and

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Robert Stout
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"Man never is,



ALI BABA'S BROTHER

A Little Journey to East Aurora

By Francis and Abigail Farrar in *Pall Mall (London) Gazette*.

HON our way back from the Antipodes we were cautioned by Sir Robert Stout, Chief Justice of New Zealand, not to miss visiting the Roycrofters, at East Aurora, New York.

Cities we had seen, and mountain, plain, forest, and wide seas in many moods,

miliar. ¶ What

see were Men

¶ Folks are ev-

swarm over the

objectless, fear-

clutching, eating, drinking, carousing, filled with the mania of owning things, demanding honors, craving recognition—hectic, hungry and apprehensive. ¶ We had read Milton's "Paradise Regained," Thomas Moore's "Utopia," Bellamy's "Looking Backward," William Morris' "Dream of John Ball." We had been to Jerusalem, Mecca, Canaan. We knew Merton Abbey, Kelmscott, the Society of St. George, Brook Farm, Amana, Harmony Hall, the Darmstadt Art Colony, the Zoarites and the Zionists.

We were familiar with the descriptions of Heaven as pictured in Holy Writ, and in imagination we had gone in search of the Holy Grail, crusading and searching the earth for peace, only at last to be put off with a promise.

Now we went to East Aurora to see the Roycrofters!

The Roycrofters are not crusaders—they do not seek a Utopia to come, nor do they look back to a paradise lost. They just assume that they are in heaven now, and then they try to make the assumption good. ¶ The Roycrofters prize the present. They take the material and talent that is right at hand, and make the best of them. ¶ And that is the miracle!

We scour the world for the Kohinoor, and coming home find it under our doorstep.

"Man never is, but always to be blest!" All wrong, we are blest,

and now is the Holy Time. Take off thy shoes anywhere—you can never make a mistake—the place on which thou standest is always holy ground. ¶ God speaks from every bush, and every useful thing is a sacred thing, and all that is rightly used is thereby sanctified.

EAST AURORA is a village eighteen miles southeast of Buffalo, New York. ¶ In this village live the Roycrofters, more than four hundred of work—they work Heart & Hand.” servants and no have teachers & The Roycrofters

that sell as high as fifty guineas. Some of these books go to Paris, Florence, Leipsic and London, in competition with the finest things in the book line that the world has produced.

The Roycrofters paint pictures; and are represented at the Salon in Paris and in the best galleries of America.

The Roycrofters make furniture which adorns palaces, and ornamental copper and iron work that commands the patronage of connoisseurs.

And yet the Roycrofters are simple folks, who, living in an obscure country village, have by the excellence of their lives lifted the place into a fame that is world-wide.

To search the earth for talented people, bring them together and produce art, would be easy; but for two or three persons to begin in a barn without capital, in an average little quibbling, narrow-minded country village where the art impulse is conspicuous by its absence, and educate and evolve skilled workers out of crude material, and at the same time make money so as to extend the business—that is an achievement!

The Roycrofters are organized as a corporation, but work together as a Community.

They own and operate a Printing Plant; a Book Bindery; a Hotel; a Farm; a Bank; a Blacksmith Shop; a Cabinet Shop.

They also weave rugs, model in clay, make stained glass windows,

and raise flowers, poultry, vegetables, live-stock, and run a dairy. They have an art gallery, a chapel, a ballroom, a playground, a brass band and an orchestra. Their Phalansterie is so arranged that one side of all sleeping rooms is open, so practically they sleep out of doors. They have very little use for doctors.

Their property must be worth half a million dollars. They issue no bonds, give no mortgages and have no debts, making it a rule to expand only as

fast as they can
provements.

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Now all of the
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elsewhere. So

things we have
exist, in degree,
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something else,
eyes of the world would not be turned, as they are, towards East
Aurora. *

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And this other thing is the vital thing; and books, furniture, pictures and carpets are only the by-products. And that vital thing is Atmosphere. And Atmosphere produces Character.

On a great oaken door at Roycroft is this line from Walt Whitman:
PRODUCE GREAT PEOPLE—THE REST FOLLOWS!

Great people make an atmosphere, and in turn, of course, an atmosphere reacts on the people. As far as we can judge, knowing America fairly well, we should say that there is more of the true Art Spirit in East Aurora than any other place in the United States.

Rich men in any city may subscribe large sums and erect art galleries and lay out parks. These are like fine houses built by contractors, and furnished by professional decorators, whose business it is to please the owner.

Art must be indigenous, spontaneous. The best art of the Roycrofters is seen in their buildings and homes.

In America there is much of the parvenu quality, so we see houses that are mere curiosity shops, in which are jumbled the loot of the world; and in England the spirit of the bourgeois is found to almost the same degree—coarse, crude, gilt and gaudy displays of wealth! Very, very seldom do we find harmony and wholeness and absence of fussiness in decoration.

And all because the decoration and ornament are purchased, bought—produced by one set of men for another set of men who are in a totally different business.

“Where the artist is, there is art,” said Whistler. To get art you must let the artist make the thing for himself; whenever you bribe or coerce him you get a departure from the pure type.

Great art has only been produced by simple, isolated, self-sufficient people—and people, too, who are more or less crude, barbaric and racy of the soil. Such were Michael Anbrandt, Frans Hals, the Bel-Cellini, Palissy, Millet,

Wedgwood, Turner. The artists in literature have been men like Ruskin, Tolstoy, Whitman, Thoreau, Hugo, Shakespeare.

Folks who are sophisticated, smart, alert, astute, work their energies up into foam and erect tenements that collapse, grand-stands that break down, processions that melt when caught in a shower, street-fairs that dissolve in a high wind.

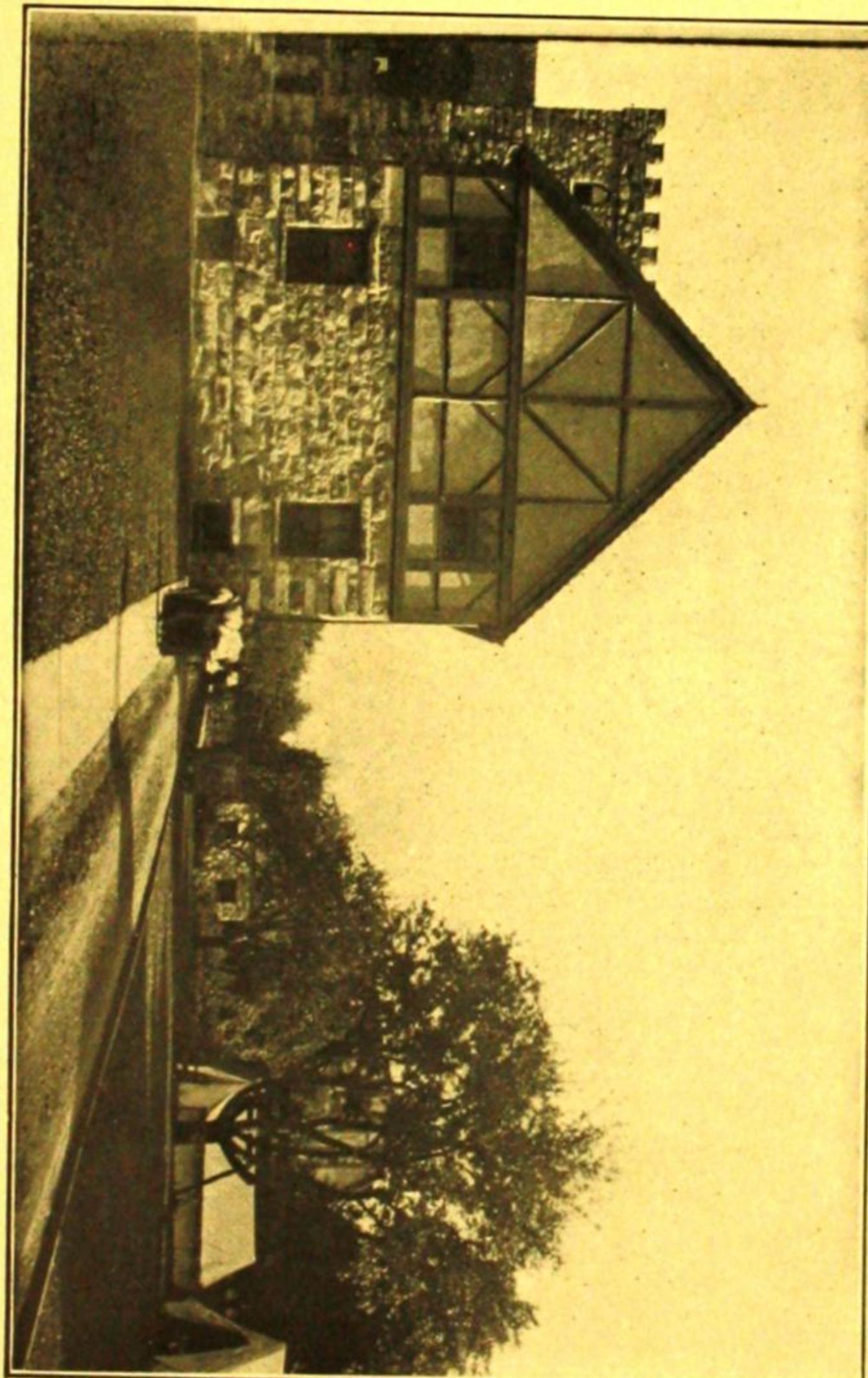
But at Roycroft one realizes somewhat of the atmosphere that built the Parthenon. As we stood in the moonlight at East Aurora, and looked up at the great stone tower that rises above the main Shop, built of glacial stones gathered in the near-by fields, we were hushed into silence and tears by the strength and dignity of the lines—so self-sufficient, so bold yet so modest, speaking of eternity and telling of the shortness of human life, for these buildings will endure long after the builders are dust.

And these beautiful buildings are workshops—planned and erected by working people for working people.

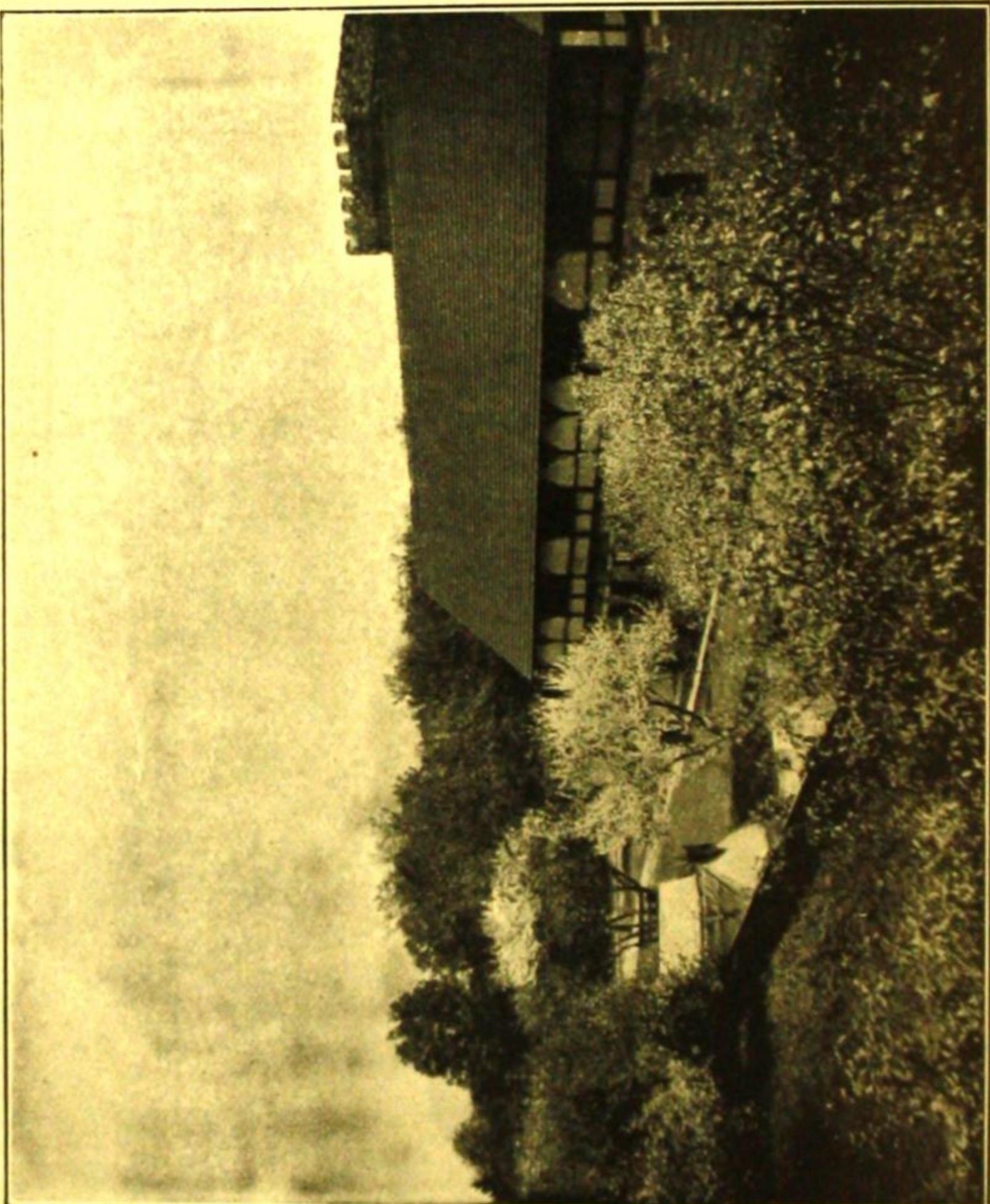
So this is the idea, the Roycrofters are building for the generations that are to follow—they are influencing a people yet unborn!

The Roycroft Inn, or “Phalansterie,” is a building without decoration or ornament, and so simple and subdued that at first sight it would not command the attention of the average man. But on closer view one finds it a model of elegance and convenience—an elegance so refined that it passes for simplicity. The dining-room we thought

THE APPIAN WAY



OVERLOOKING THE ORCHARD



quite equal to some
the furniture in themselves, and in
the beautiful grain
of William Morris.
It has been said that
William Morris, mere imitators
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quite equal to some of those German creations at Karlsruhe. ¶ All of the furniture in this little hostelry was made by the Roycrofters themselves, and in the sparsity of ornament, the subdued colors, the beautiful grains of the hard woods, one sees the sure influence of William Morris.

It has been said that the Roycroft work was founded on the idea of William Morris, but let no one imagine that the Roycrofters are mere imitators

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close at hand. But the Roycroft has had to produce its workmen.

And to a great degree the best people now in the Roycroft Shop are those with a tortuous past. Some have seen the inside of court rooms, from the criminal dock; others are quite familiar with bankruptcy proceedings, and it almost seems as if all of them had at some time slipped or stumbled; but if they fell, they got up again, and now surely are going bravely forward.

In the Shops are seen all ages from children to octogenarians. Then there are the blind, the deaf, and now and then a mental defective—but all at work, busy, happy,—losing themselves in useful effort. ¶ It would be absurd to say you could build up a community with the defective or broken down, but if you have enough strength, character, purpose and love, the whole concern will not only float, but will make head.

So the Roycrofters have among them a deal of firm, moral and mental fibre—men and women who can keep the hoops on the barrel and the chimes in place.

As to the financial policy of this successful concern a word or two is worth while. The Roycroft has no figureheads, no hangers-on, no pensioners—everybody works. Wages are paid weekly; the wage being a little under that paid elsewhere. But we must consider the advantages of the place, for it is really a school and factory combined, and many of the workers fully realize that they are getting

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EAST AURORA

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Next, there is no waste. Poultry and live stock consume what is not wanted at the Phalansterie or Inn; and people who work steadily eight hours a day do not destroy, nor are they given to roystering. Two magazines of world-wide circulation are published by the Community, and these to a certain degree, advertise and sell the wares of the

Mr. Hubbard's demand as a and for his ser- way he is paid dollars a night, money goes into the Roycroft treasury. At the same time the lectures advertise the Roycrofters, for Mr. Hubbard does not endeavor to conceal the fact that he is in business.

Then there is the stream of visitors who go to this wonderful place, and who all leave more or less money. Occasionally these visitors remain for weeks to study bookbinding, music or art, and so are a source of income.

The various departments of the Shop give a chance to try workers in different places—if they don't fit in one place they may elsewhere. Then the care of the grounds, flowers, gardens, etc., afford opportunity for those too old or without the capacity for skilled work.

Possibly it is not feasible to have a Roycroft Shop in every town, but surely we can all cultivate the Roycroft spirit, which is to "live one day at a time, do our work as well as we can, and be kind."

Things only happen when some strong man makes them. We think that the real achievement of Elbert Hubbard has been in securing, and to a great degree in educating excellent, earnest people, and then keeping them at work together, happy and harmonious.

Do not ostracize the sawbuck, and still expect that things will taste like those your mother used to make.

**The charm of reading
is in the recognition of
what we know ✎ ✎**

concern. Next, presence is in public lecturer, vices in this several hundred all of which

East Aurora Defined

Charles M. Skinner in the Brooklyn *Eagle*

EAST AURORA is a tranquil place of about two thousand people, some of whom wear last year's clothes without a blush or a murmur, and some wear galways and the like adornments that are seen on the faces of the farmers in "Puck." This settlement is seventeen miles southeast is reached by a road train that tire distance day. The con- whenever he

**We arouse in others
the attitude we hold
toward them ✕ ✕ ✕**

of Buffalo and
deliberate rail-
covers the en-
three times a
ductor stops
sees a man, so

as to argue with him that he ought to get on and buy a ride and encourage local enterprise. When you reach East Aurora it is only a couple of minutes' walk to the Roycroft Shop. Anybody will tell you where it is, because it is the only thing in the place that gives distinction to it. The Roycroft Shop is the result of a lark. Hubbard printed a little magazine that he called THE PHILISTINE just for fun. He expected to discontinue it after the second number, because in two numbers he could utter the various gibes he had in mind against certain enemies. But having put out a second number, orders came for more, and pretty soon the little thing had become a permanence. It is as small as ever but full of cranberry sauce. Having then secured type enough for a magazine he asked why he should not amuse himself by making a book, and he did it. He turned the Song of Solomon and the Book of Job into thin volumes with wide margins, rubricated borders and initials, accessory essays and other improvements, and these likewise sold. The first paper was a little bit spongy, the first ink a little oily, but that is not the case any more. The Roycroft has its own paper, its own leather, its own type, its own artists to make new type and ornaments, and a lot of other things that are its own. It is more and more self-centered. William Morris, who learned several trades, including those of poet and artist, in order that he might make better books than anybody else, has left a few perfect volumes as a result of his work in the Kelmscott

Press, which was established in almost as unpretentious a way as the Roycroft. It was the inspiration of his example that led to the advance of this American Kelmscott after it had solidified out of the vision of its founders. Yet there is no imitation. The Roycroft books are distinct in type, binding, decoration and everything.

The Shop looks like a church, with another church built on. Inside it suggests the church also, and it would not be surprising if its founder had sciously influ- gious associ- old monks who working at them hours a day, & it

who did the illuminating on the missals and breviaries that we see in the museums. So, indirectly, it may be that the monks were responsible for the ecclesiastical architecture and the oaken beams of the Shop in East Aurora. The unshoplike character of the place is striking. There is no racket, no raggedness, no smell of oil or ink or smoke. The floors are as clean as a dinner plate, and when a drop of ink or paint is spilled, the culprit wipes it up instead of burying it under a tobacco quid, or leaving it for some one else.

Flowers and bric-a-brac and pictures make the rooms cheery and parlor-like, and outside it is neat and cheery, too, with the bright lawn and the plants and vines. There is a building like a castle, used as an auditorium and art gallery, constructed out of field bowlders. And who do you suppose built it? Why, the printers. "Imagine," says Fra Elbertus, "asking a jour printer to lay stone! But our fellows do it because they like to. It is a change. After they have been at work at the case for several hours they like to get out in the air and the sun and do something different."

One may see Richard Croker in a pair of overalls and an ancient hat trundling bowlders up the gangway in a wheelbarrow. The spectacle is somewhat startling. A nearer view, however, proves that the one with the barrow is not Mr. Croker, but a famous man-of-all-work known as Ali Baba. He was born in East Aurora and has never been out of Erie County in his life. When Mr. Hubbard settled in the place

twenty years ago failing in that raising purposes, Ali the lawn and who sent to argue with chin of Ali Baba, sembles a man w ute trouble. Hubbard reverts to urdays and goes sit beside the shade, Ali Baba things in his ab- time to have a parte born in Col imagine him hav theological semi complexion ting the agriculturist brow, a chin tha a pair of blue o beautifully his c serious as a pars as Ruskin, as sh reading has bee into a semblanc Hubbard has p liberation, a ha of all, a continu so seldom app traditions a bel is an earnest of the press work, his literature w Besides writing has published

twenty years ago and tried to raise cabbages between the stones, and failing in that raised the stones from between the cabbages for building purposes, Ali Baba was his helper. He lugs rocks and waters the lawn and whenever a visitor is refractory it is Ali Baba who is sent to argue with him. There is a good deal of decision about the chin of Ali Baba, covered tho it is with grizzled bristles. He resembles a man who if he were kicked and found it out would distribute trouble.

bard reverts to
urdays and goes
sit beside the
shade, Ali Baba
things in his ab-

time to have a look at Hubbard himself. Imagine Napoleon Bonaparte born in Colorado and intended by his folks to be a cowboy, and imagine him having changed his folks' mind and deciding to go to a theological seminary, and that is something like him. He has the complexion tinged with healthy red and brown that pertains among the agriculturists in East Aurora; he has a piercing black eye, a high brow, a chin that he could fight with. He wears a blue flannel shirt, a pair of blue overalls that do not match the shirt and no hat. How beautifully his clothes do not reflect his intellect! He can be as serious as a parson, as nimble of wit as Mark Twain, as picturesque as Ruskin, as sly as Sterne, as quaint as Herrick, and indeed, his reading has been so wide that he can playfully freak his own style into a semblance of that of any one.

Hubbard has preserved a little of his country manner, a certain deliberation, a half shyness, a wholesomeness, and most remarkable of all, a continued enjoyment of the country, which those born to it so seldom appreciate. He has also preserved as one of the rustic traditions a belief in the supremacy of human hands, and his shop is an earnest of his faith, for of all the work done there, none, except the press work, comes from a machine. He even makes the most of his literature with his hands, and he has made a good deal of it. Besides writing *THE PHILISTINE* every month, or most of it, he has published the "Little Journeys," two or three novels, several

When Mr. Hubbard
nature on Sat-
off to swim or
creek in the
attends to many
sence. ¶ It is

When you read intelligently, you collaborate with the author

re-establishing monastic conditions of quiet, seclusion and common purpose one may secure results similar to those which were obtained from the cloisters. It proves that a beginning can be safely made of an industrial commune. It doesn't matter about the center of a village's activities being a printing shop. Without a Hubbard to start it the chance is it would do very bad printing. But there are things enough to do with one's hands, and a growing company of people who are willing to purchase the best things made by hand, monotonous stuff that fills the present. ¶ As a

Roycroft book is worth a library of sloppy volumes, written, set and printed by machinery. So with a hundred things we need to have about us: cloth, lace, furniture, hangings, upholstery, lamps, metal work, porcelains and the like. All honor to East Aurora!

Action will remove the
doubt that theory can-
not solve *

ing to purchase
when they are
instead of the
machine-made
the city shops at
possession, one

Fra Elbertus in Syzygy

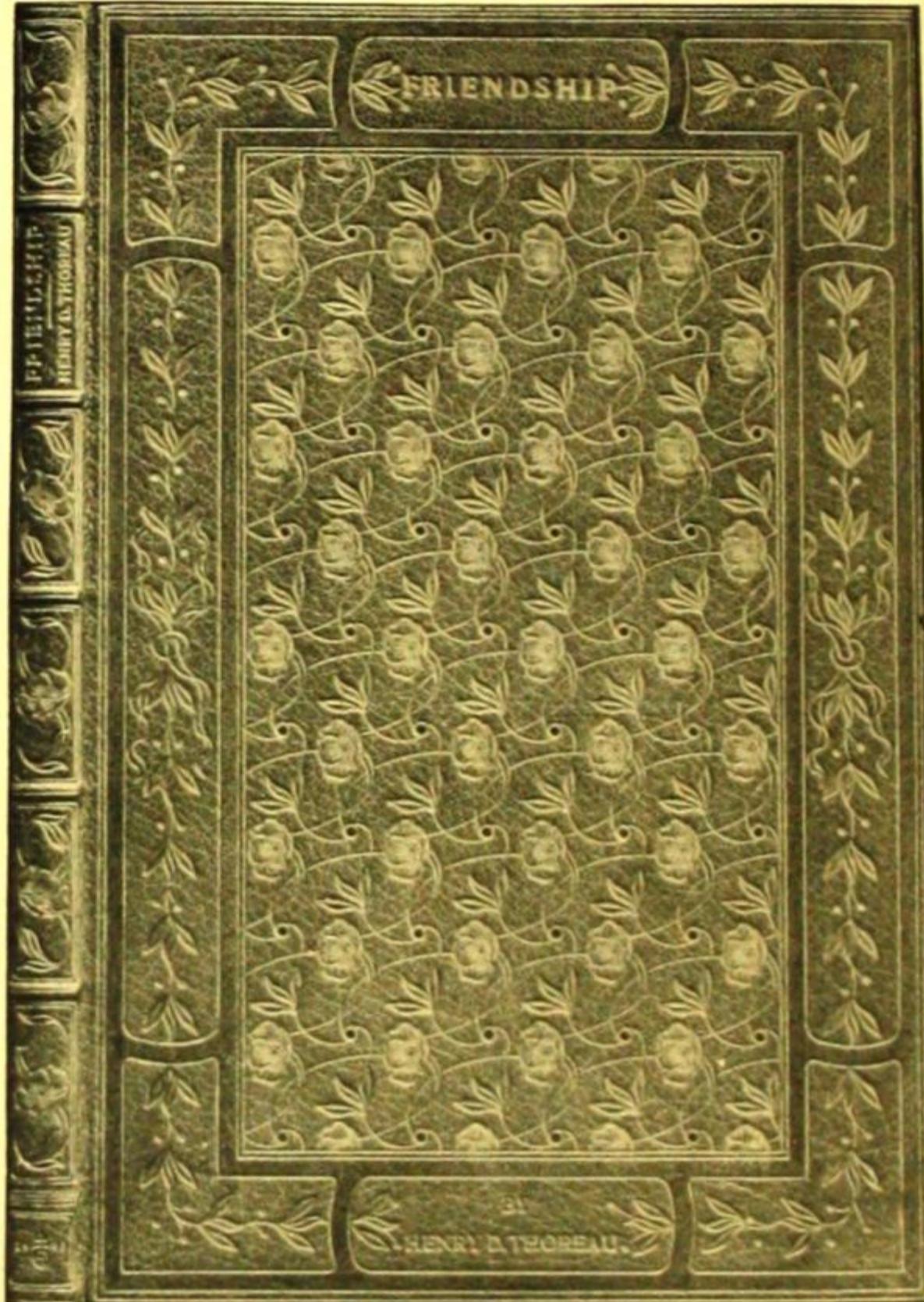
Dr. E. L. Stevens in *Louisiana School Review*.

THE virtuous Fra Elbertus and the virtuoso Paderewski appeared simultaneously in New Orleans on the evening of January 16. Both played to crowded houses—which not only proves the variety of people it takes to make a world, but illustrates an old truth announced by the Fra in his First Principles, namely, that some things can happen as well as others. A discussion of this subject divides itself naturally into two heads—Fra Elbertus's and Paderewski's. Fra Elbertus wore easy clothes, a Swinburnesque tie, and a graceful head of hair slightly weathered on top, but falling in silken clusters over his shoulders—all out of a 17th century picture book; while Paderewski wore the regulation evening suit and the fuzzy-wuzzy lion's-mane type of pianoforte hair of which his head affords the most illustrious living example—if not the limit.

It seems that when a man sets up in the genius business, he gets so busy with his art or what it is, that he soon forgets all about



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The
in life
play

going to the barber, and pr
his back. It does not follo
long-headed will at once p
be one of the secretions
thinking tend to remove o
give him over to the unin
it has been observed that
are plenty of
karat geniuses
long hair, but
stay close to
barber-shop—
They have no
planetary orbit—they're a
geniuses & &
But Fra Elbertus and I
burned the earth-bridge
deeps of a spirit sea. Pad
"capillary attraction," h
Walpurgis-night techniq
interpreter of that realm
we get are through the
and the talent to breath
must depend upon him t
can traveler to Europe
astronomer depends upon
he too sings "songs with
—long hair, curious way
wonderful technique. An
realm of thought and fe
tiful books—"and thing
dence, those who believe
living and high thinking
and enjoy an occasional
A curious instance of
the Elbertean theory of

going to the barber, and presently his golden hair is hanging down his back. It does not follow that genius resides in long hair, as the long-headed will at once perceive, but only that long hair is apt to be one of the secretions of genius, and that abstraction and far-thinking tend to remove one from the domain of conventionality and give him over to the uninterrupted operation of natural forces—and it has been observed that hair will grow if let alone. Of course, there are plenty of

karat geniuses
long hair, but
stay close to
barber-shop—

They have no

planetary orbit—they're always in perigee, and in fact are only peri-geniuses *

**The thing we do best
in life is that which we
play at most in youth**

good fourteen—that do not wear these usually earth and the lest they forget.

grand inter-

But Fra Elbertus and I. J. P are the genuine article. They have burned the earth-bridge behind them and are a-sail in the stellar deeps of a spirit sea. Paderewski for all his spectacular outside—his "capillary attraction," his ebullient temper, and his paroxysmal, Walpurgis-night technique—is still the world's great master and interpreter of that realm of spirit into which the occasional glimpses we get are through the pianoforte. And those who have the time and the talent to breathe of the purest atmosphere of that realm must depend upon him to take them there—as much as the American traveler to Europe depends upon the steamship, or as the astronomer depends upon the telescope. While as for Fra Elbertus, he too sings "songs without words." He too has spectacular aspects—long hair, curious ways, a comprehensive verbal virtuosity, and a wonderful technique. And he too is a medium—he takes you into a realm of thought and feeling, and delights all those who love beautiful books—"and things," those who admire American independence, those who believe in the gospel of work, of kindness, of plain living and high thinking, and those who possess a sense of humor and enjoy an occasional bit of fooling.

A curious instance of "kabojolism," and a partial confirmation of the Elbertean theory of vibrations, is the fact that while the editor

Aurora, all aboard!" and recognized in East Aurora the Mecca of her dreams. It was with no mystic exaltation that I sat in the smoker of the East Aurora express. Near me sat some Wisconsin freshmen who were young enough to tremble with nervous excitement at the experience which awaited them. But youth is prone to enthusiasm and the mind of a freshman is beyond analysis. Not enthusiasm but rather cynicism was my portion. To me the Fra's English was a trifle

losophy a jum-
his motive the
the dollar, the
ern society. I
skeptic, the

fer, the cynical critic. But I soon discovered that to judge Elbert Hubbard and his work from the seat of a smoker is far different from judging him in the workshop, the studio and the home of the Roycrofters. It would be as fair as judging Christianity, Judaism and Islamism by their various theologies, instead of by their practical and real influence on the lives of men. Some years have passed since my little journey, and I am by no means as critical and as suspicious now of Elbert Hubbard as I was then. The little men of little mental stature never change their minds. I say now that if Hubbard's English is indeed bizarre, so was Carlyle's, so was Browning's and so was Shakespeare's. I understand now that if Hubbard's philosophy is platitudinarian, likewise were the speeches of the Deuteronomist and the Sermon on the Mount. If modern society rid itself of the fads and the fancies, the ephemeral moods and aspirations, and return to platitudes, modern society were the better for it. Are not the Ten Commandments the classical platitudes? And what in its essence is "The Simple Life" of Pastor Wagner? The nineteenth century shall go down into the annals of time as the wonder age of all that is material in the world of science and art. Philosophy and ethics alone remained in their theoretical states. The work of the twentieth century is to make of philosophy and ethics actual realities. It is time that the platitudes receive material and empirical treatment.—(Rabbi)

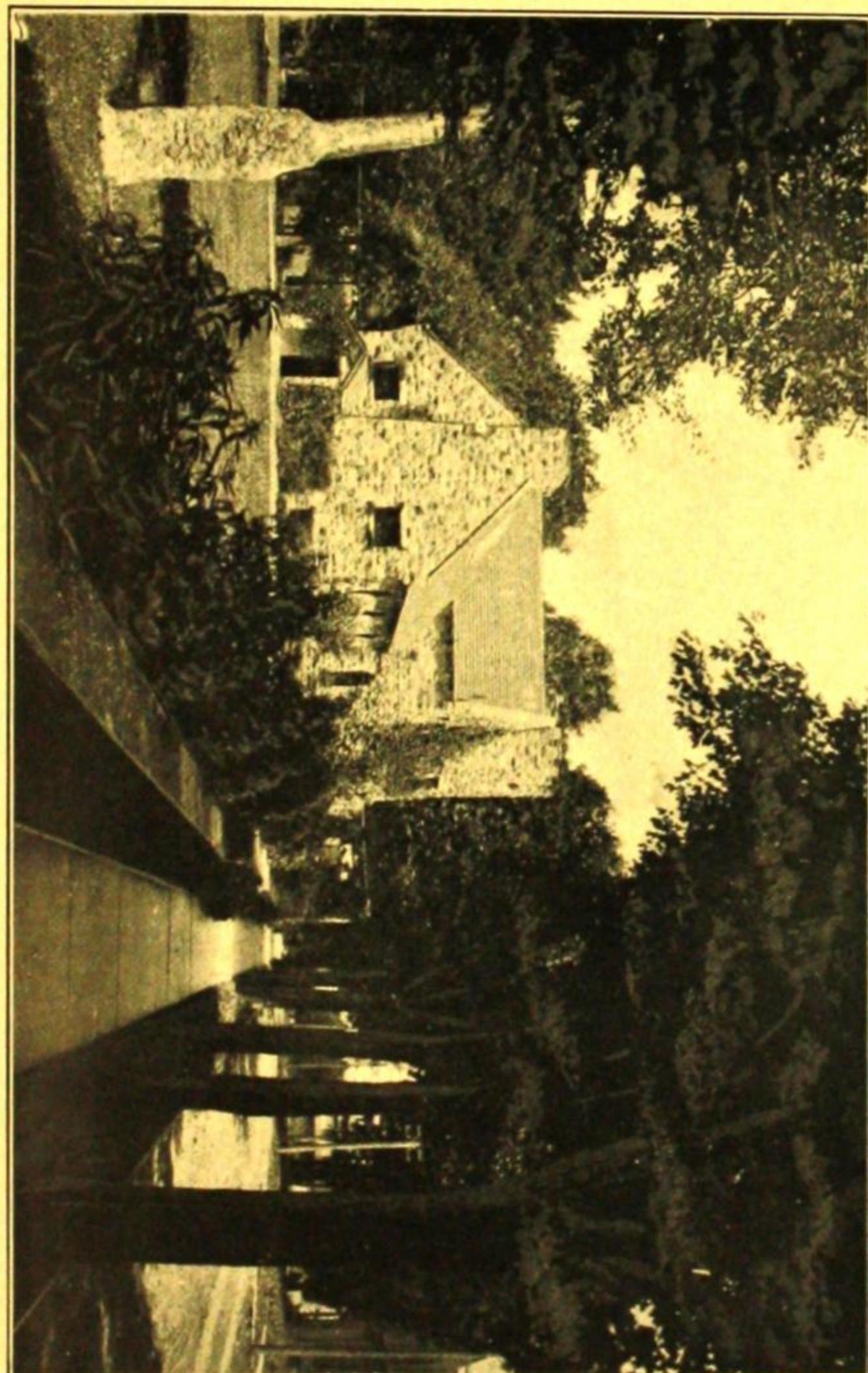
ELIAS MARGOLIS in Pueblo (Colorado) "Star-Journal."

[xvi]

Lazy men are as useless as dead ones, and take up more room *

bizarre, his phible of platitudes, accumulation of weapon of mod-
came as the
doubting scot-

THE CHAPEL



SONG

BY

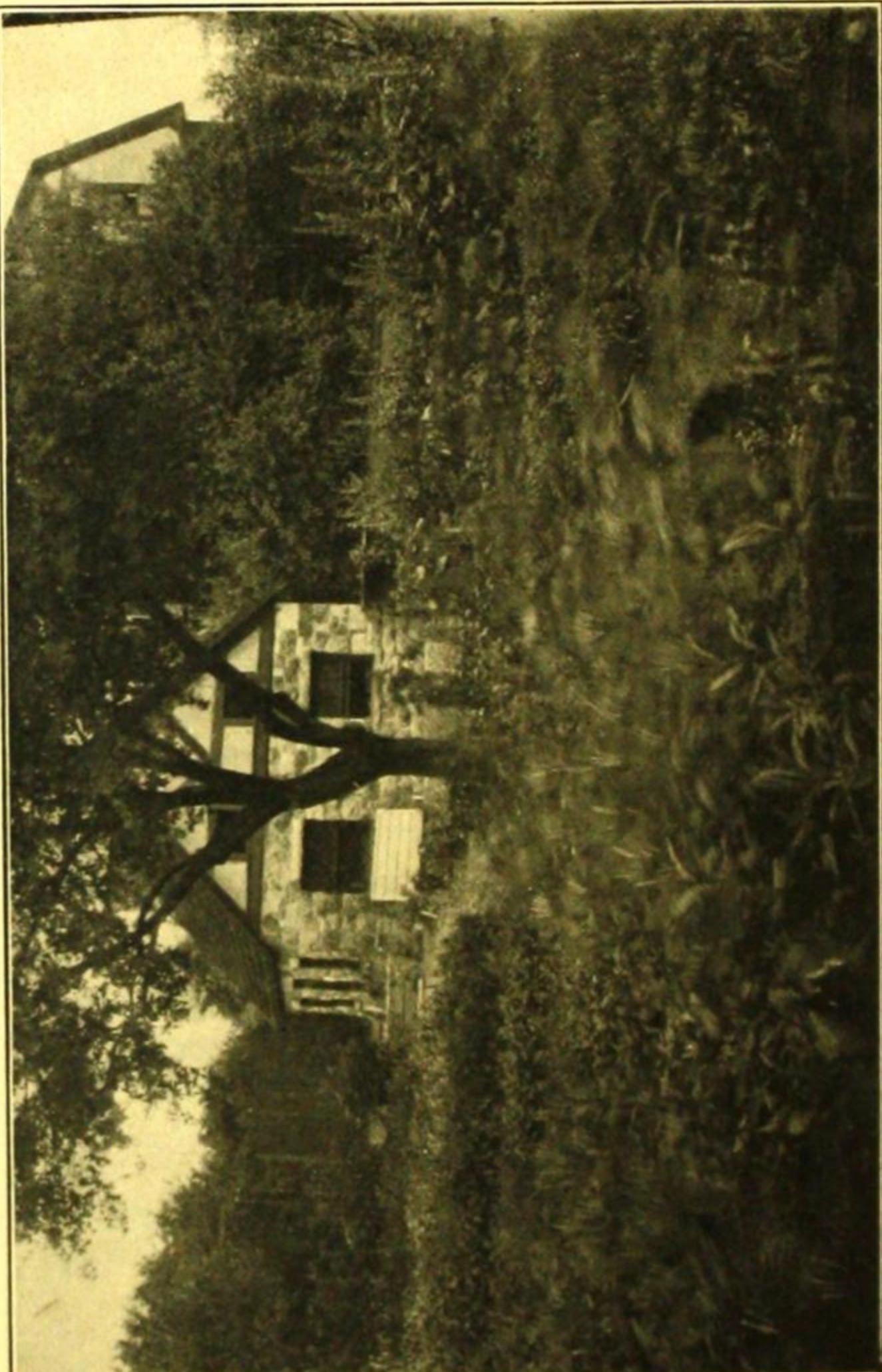
HERE you will find
written nothing but
and steadily Old Whipple's
day enshyed. Strong
out whim, fear or pain,
gives us courage. He
a weary land. Whipple
they have endeavoured
of the Master. Printed
Bound in limp leather
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ESSAY C

BY RAY

AMONG Ameri-
place. His w-
of courage, faith an-
lives, only the hope
own, God knows! G-
essays that will nev-
COMPENSATION. The
Hand-illumined, p-
never saw one of his
Boxmoor paper, limp



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WRITTEN BY FRA ELBERTUS

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Here is a Christmas
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tenham type.

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A
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Also a Study of the M
which is appended a
Fra Elbertus, with S
of his quality. This be
Special portraits of M
Bound roycroftie, limp 1

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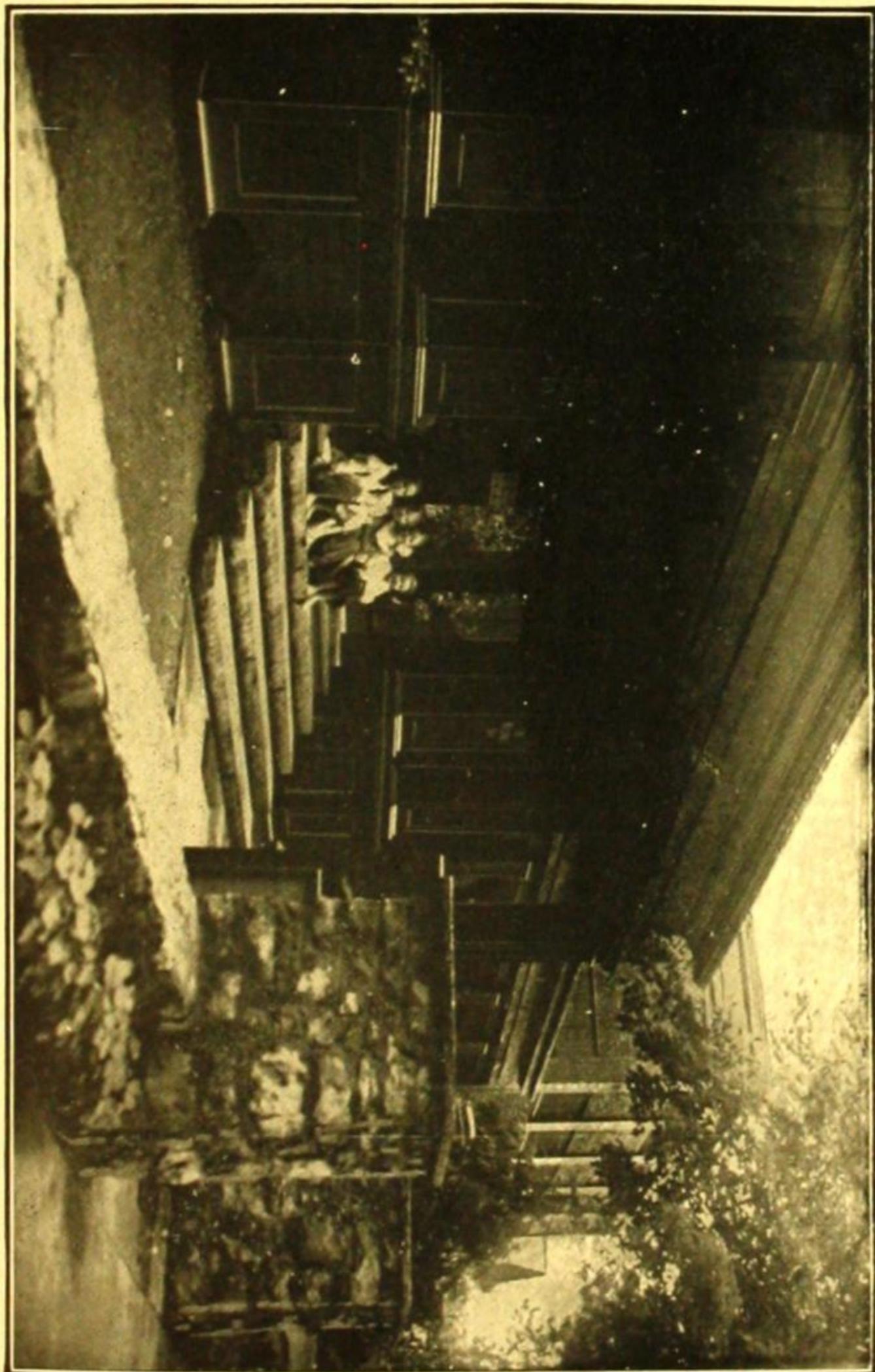
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There are Classes and Lectures covering the following subjects: Art, Music, Literature, Physiology, Nature-Study, History, Right-Living, Daily walks and talks a-field—Trips to the Woods, Lake, Roycroft Camp, etc., etc.

Page Number Twenty

Leath

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Single panel fire-
screens from
Chairs

Table mats

Desk pad, blotter

Music Rolls

Special books, gu
with monograms, e

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Leather Work



OUR Modeled Leather Department is under the immediate direction of our Mr. Frederick Kranz, who is thoroughly familiar with all kinds of repoussé, modeled, incised, stained, & illuminated leather work, that is produced in this country and Europe.

Single panel fire-screens, and three-panel screens from	\$25.00 to \$250.00
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Table mats	\$1.50 to \$5.00
Desk pad, blotter and pen-wiper	\$2.00
Music Rolls	\$4.00 and \$5.00
Special books, guest books, family trees, bound with monograms, coat of arms, and special designs.	

Sound, Sweet Sleep



HE first requisite for sound sleep is bodily comfort. Every one admits this, but how about that bed-tick full of excelsior called a mattress, and how do you feel when you wake up in the morning?

Now a mattress that has a will of its own does not produce the sleep that knits up the ravelled sleeve of care, but these will:

Roycroft Mattresses and Roycroft Box Springs

The first is hand-made by an honest Roycrofter who knows the trick of handling a good quality of cotton; the second is made by this same Roycrofter.

Never was a better Box Spring produced—this is how he does it: A wooden frame, sixty-three steel coil springs, well tied together—a two-inch layer of cotton and the whole thing covered with ticking and all bound with a Roycroft Binding.

Roycroft Mattress, full size (4ft. 6 in. x 6ft. 4in.) \$12.00

Roycroft Box Springs " " " " 15.00

If other sizes are desired, advise us and we will quote prices

T H E R O Y C R O F T E R S
FURNITURE SHOP, EAST AURORA, NEW YORK

Page Number Twenty-Two

Roycro

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THE ROYCR

East Aurora, Erie

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Colors—Gray M-
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half to three yard
PRICE ON
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Roycroft Furniture

is all made in a Cabinet Shop, we do not have a furniture factory. There is a difference in furniture so made. In a factory each piece of furniture is inspected *after* it is finished. In our cabinet shop each stick of wood is inspected *before* it is put into the piece being made. After Roycroft Furniture is installed in the home, the furniture question is settled.

If you are going to want any furniture within the next year, write to us now, telling us what you will want and when you will want it, and we will advise with you. ¶ Send for Catalog.

THE ROYCROFTERS, Furniture Shop
East Aurora, Erie County, New York, U. S. A.

Roycroft Rag Rugs

Woven Roycroftie

Some woven from Historical Colonial Patterns, some Modern Patterns. Good for Halls, Bedrooms, Kitchens, Verandas, Dens or Bathrooms.

Colors—Gray Mixtures, Brown Mixtures, Blue and White. Width, one yard; length, one and one-half to three yards.

PRICE ONE DOLLAR PER YARD

Special line of Bathroom Rugs, fringed, 42x29 in. Pink & white, yellow & white, blue & white, \$2.00

Initiative

By Elbert Hubbard



HE world bestows its big prizes, both in money and honors, for but one thing. ¶ And that is Initiative. ¶ What is Initiative? ¶ I'll tell you: It is doing the right thing without being told.

But next to doing the thing without being told is to do it when you are told once. That is to say, carry the Message to Garcia!

¶ There are those who never do a thing until they are told twice: such get no honors and small pay.

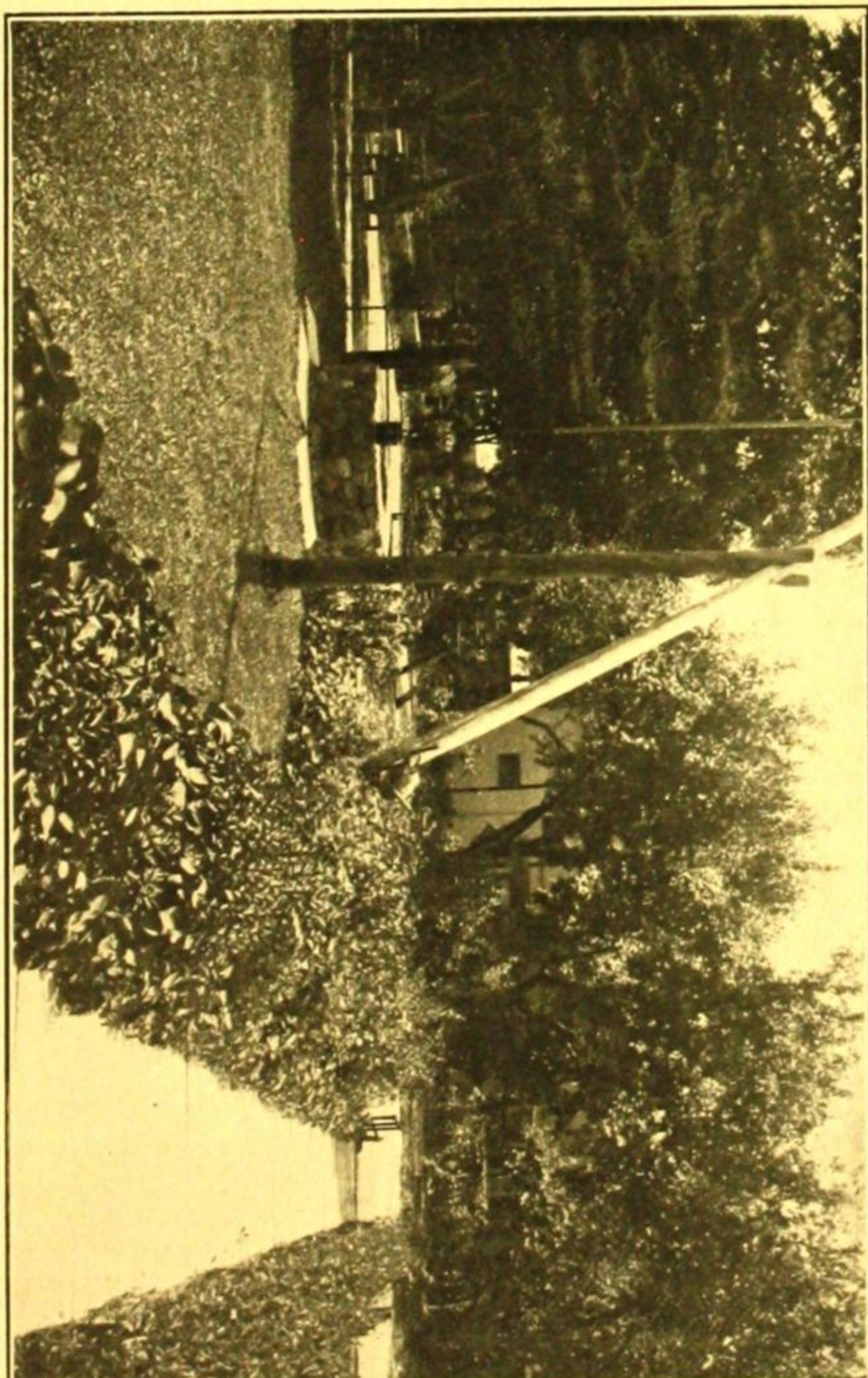
Next, there are those who do the right thing only when necessity kicks them from behind, and these get indifference instead of honors, and a pittance for pay. This kind spends most of its time polishing a bench with a hard-luck story.

Then, still lower down in the scale than this, we have the fellow who will not do the right thing even when some one goes along to show him how, and stays to see that he does it: he is always out of a job, and receives the contempt he deserves, unless he has a rich Pa, in which case Destiny patiently awaits around the corner with a stuffed club.

To which class do you belong?

We can supply the above matter printed in large type on hand-made paper, hand-illuminined, suitable for framing at One Dollar each, or framed "roycroftie" in weathered oak, for \$2.50 each.

IN THE GARDEN





FAMOUS WOMEN

Special Copy. Binding is Modeled Stained Calf, done by our
Mr. Frederick Kranz. Price, \$250.00

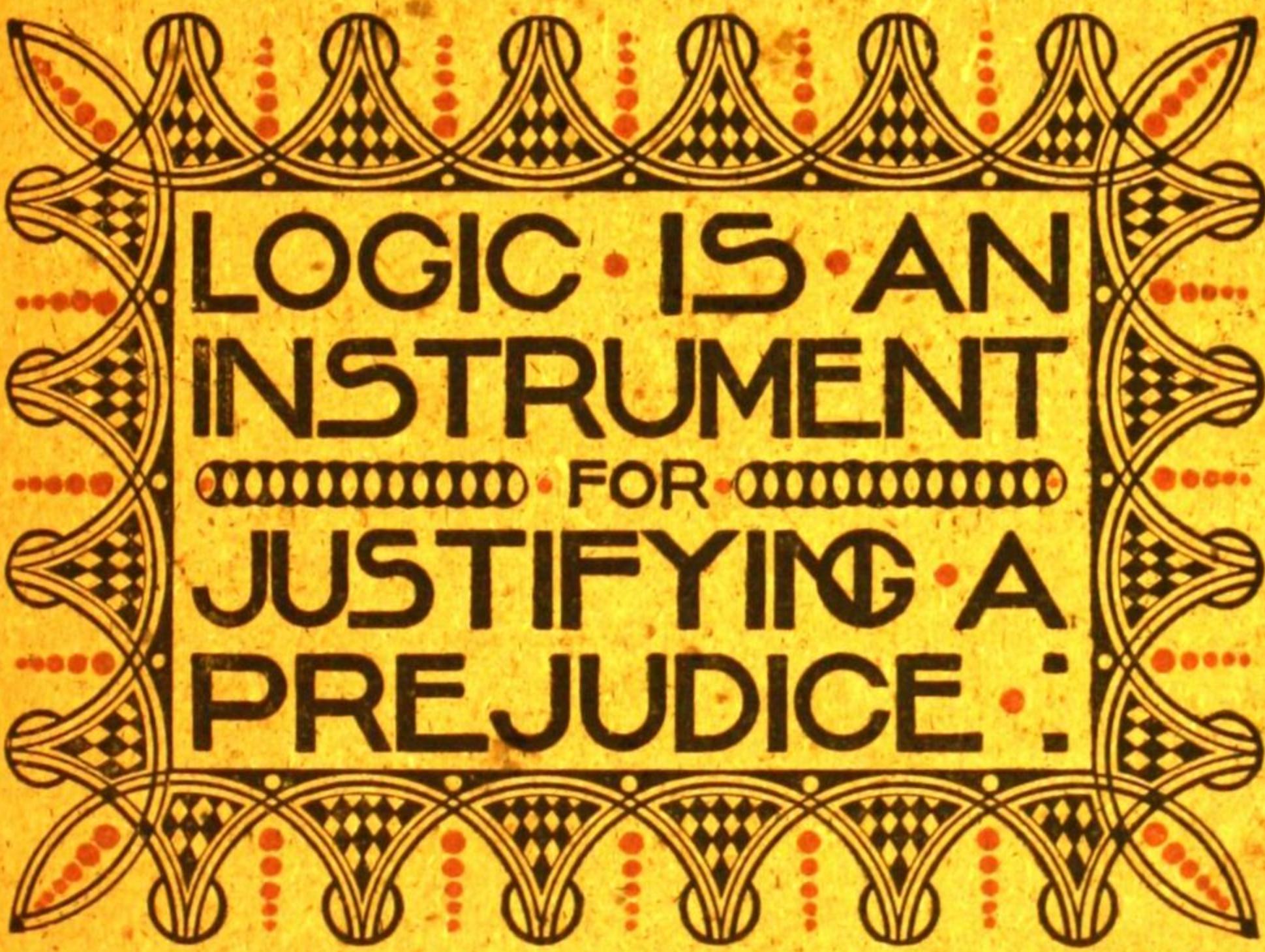
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except in so
that which
you create for
yourself, & no
joy is joy save
as it is the joy
of self-expression

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LOGIC IS AN
INSTRUMENT
FOR
JUSTIFYING A
PREJUDICE

THE MAN OF
SORROWS
BEING A LITTLE JOURNEY
TO THE HOME OF
JESUS OF NAZARETH
BY ELBERT HUBBARD

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